

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS MEETING MINUTES
March 27th, 2018**

Call to order: Donnie Lee called the meeting to order at 8:38 a.m.

Attendance: Present: Donnie Lee, Debbie Braun, Warren Klug, Rose Abello, Linda Crockett, Riley Tippet, Charlie Bantis, Patti Clapper, Jeff Bay, Bill Tomcich, Laura Smith, Rob Ittner, Heather Kemp, Steve Skadron, Jeanette Darnauer, Nina Eisenstat, Maria Morrow, Dave Ressler, John Rigney, and Simon Chen. Absent: Cristal Logan, Andrew Ernemann, Heather Steenge-Hart, Lisa LeMay, John Maloy, and Tim Perry. Staff present: Nicole Heronemus, Julia Theisen, Susan Bantis, Jennifer Carney, Erik Klanderud, Sarah Reynolds Lasser.

Approval of prior meeting minutes: The board unanimously approved the February 27th minutes.

Presentation: Healthy Community Fund – Mitzi Ledingham, Patti Clapper:

Mitzi: The Healthy Community Fund (HCF) is a dedicated property tax that provides financial support to local non-profit organizations that offer critical health and human services and community resources to the residents and workers of Pitkin County. Established in 2002, the fund has been renewed with increased twice: in 2006 and again in 2011. Prior to 2002, Pitkin County grants to Health and Human Services and Community Non-Profit agencies were funded out of the county general fund. The HCF is managed by the Human Services department within the County and makes grants for programs provided by community agencies. There are six goal areas for funding within the HCF: Family and Youth wellbeing – to promote the social, emotional and economic well-being in families and youth; Physical Health – to promote the psychological well-being of individuals; Mental Health & Substance Abuse Prevention – to promote the psychological well-being of individuals, provide treatment and promote prevention of substance abuse; The Well-Being of Seniors – to promote the social, emotional, economic and physical well-being of senior adults; Cultural, Recreational & Educational Treasures – to promote and optimize the quality of life for residents and employees in Pitkin County; Environmental Quality – to enhance and sustain the natural resources. The allocation of the funds is as follows: 66% to Health and Human Services, 21% to Senior Services, and 13% to Community Non-Profits.

This fund will bring in just shy of 2.3 million but it does still fall short for the needs.

Patti: This fund sunsets this year and Pitkin County is proposing a ballot question for the November election to continue the fund. We have not yet crafted the language for the ballot question. We'll be conducting some polls to see how people feel about the fund and how we might move forward. There is no funding provided by the County for this program, it is just this fund, so it is critical to continue. The Public Health Department created the Board of Health, and this is critical for senior services.

Chair's comments: Acknowledge entire communities effort with the conditions we endured this year. Aspen is unique in what it can offer even in the challenging times. People enjoyed their stays and left happy. Thank you to all of the committee members and staff for their work.

President's Comments: Thank you to Ward and Steve, our lease was approved last night. It's been a busy month with committee meetings. Met with Air Service Council as well as the Patient Family Advisory Committee. Attended a public affairs boot camp in Denver that covered how to create a political action committee, which wasn't what we were looking to learn. Sat in on a teleconference about bringing the winter Olympics to Colorado.

April 11th is the Eggs & Issues Breakfast. We appreciate your support by coming to that event. An Executive Committee meeting will be scheduled this month to talk strategy and goals.

Finance Committee: Finished the year with strong balance sheets and cash balances. The Chamber is in a strong position than I ever recall seeing. Last year we updated the financial policies and procedures, our next step is to do an RFP for banking services to concentrate the Chamber's buying power. Every member bank will be allowed to participate and there will be no bankers on the decision committee. We are also in the middle of our financial review with Reese Henry. Hoping by May meeting, we will have a decision for the banking services.

Public Affairs Committee: Hopkins Avenue Project - we coordinated with providing information to the members and hosted a meeting with the City and the public. Business Mix – we want to relook at surveying the membership because we found that there is useful existing data already out there. We are reviewing those reports and putting together feedback to give to the City.

Regional Update: The Executive Directors and Chairs of their boards attended a meeting at ACRA on March 19th. It is important to open ourselves up to learning what the regions wants and needs are. We talked shortly about RFTA's upcoming property tax proposal. If we are going to pursue a regional view, we need to be sure we are listening to the entire region. One idea of how can we align and work together on different issues was to create mega mixers. We're going to share our membership databases and find the members that are part of multiple chambers to send them a thank you for their memberships. We will be meeting quarterly in each of the locations. GWS is involved with public affairs in regards to RFTA and housing. Carbondale is not political, and Basalt has a new President that is learning the ropes. Immigration and involvement with the Hispanic community was the one topic that everyone could agree on. Patti will let the electives throughout the valley know how the Chambers are trying to work together.

Marketing Advisory Committee: Ramping up for a busy summer season. The MAC will provide feedback to the City on the tourism portion of COA's sustainability report. The feedback would consist of whether the right data is being collected, whether it should be based on certain statistics specifically, and tracking the right segments to track occupancy and growth correctly. An RFP is in process for Destination Marketing's branding agency, we are not unhappy with our current company, but want to be sure we have fresh creative ideas and that we are with the best agency. Final presentations will be done at the next MAC meeting.

Debbie: The City is doing some rebranding as well, we want to make sure we connect with the City and their new branding.

Spring marketing initiatives – guests think that Aspen is a substantial place to visit in the shoulder seasons. Marketing is working on targeting the middle of week not just weekends. We are trying to create a true experience for visitors. The ACRA team working on a field guide and evolution of a vacation planner. Creating educational piece "How to Aspen", that will include tips of how to deal with wildlife, how to get to key places, etc. Group Sales initiatives – identify City wide event, expand the meeting planner toolkit, and measure the FAM attendee conversion and ROI. Public Relations – Tell the story of Aspen through the artists/artisans who call Aspen home, and a wide variety of media visits.

Old Business: none.

New Business: none.

Director's Comments

Rob Ittner: Benefit event at Rustique on April 2nd to Support Doug Kidder. The event is a fundraiser for his medical expenses due to a stroke, please RSVP if you would like to attend. Talking with the other restaurateurs the past few weeks, people are skiing earlier in the morning so they seem to have more energy to dine in the afternoon and evenings. I think there is still some concern for this off season.

Warren Klug: Despite a strange snow season, we were busier than we thought we might be but guests are understanding and very happy. Accolades to the Aspen Ski Co mountain crews and lift attendants for their hard work this season.

Steve Skadron: city Council approved a wayfinding program to guide users along trails and enhance the way people move throughout town. There is a work session on the Castle Creek Bridge project tonight. The project will be phased with phase 1 starting next week and running through beginning of June. There will be breaks in peak periods and will pick up again towards the end of August running through November. Improvements will be made to the deck, sidewalks, and bus stops at 8th street. A connecting bike path into town will be part of the project as well. I was in D.C. for a face to face meeting on behalf of RFTA. Transit is taking a big hit with government funding and RFTA needs about 50 million. I sat with CO Representatives and they have a story to tell of Colorado, we have the largest rural transit in the country,

with RFTA being the second largest in Colorado. RFTA has a ballot question we are discussing for a mill levy, this November. Glenwood is exploding as an economic engine.

Rose Abello: We are getting ready for our summer event season. Closing weekend is on April 15th with a beach party planned. We are reorganizing group sales department so we'll be hiring 3 people.

Bill Tomcich: Even though things looked like they would decline at the end of this month there was a great uptick, and the growth was noticeable. People are booking until the end of the ski season, the first week of April looks extraordinary for Aspen. After the 8th, things might get noticeably quieter. Hotel Jerome is closing next Monday for renovations. The hole we thought would exist in Snowmass noticeably closing and the first week of April is full. There is 15% more occupancy on the books for this two week period compared to last year.

On April 8th the flight schedules change and decline to 8 flights a day. American Airlines drops down to 1 flight a day from Dallas next week, and will go down to 4 flights a day in total. Delta will continue serving SLC year round, this flight outperformed the American Airline flights from Denver last year.

Late May early June is the next big boost in occupancy and the rest of summer is looking really strong.

Jeff Bay: The increased flight schedules coincide with the ACRA's initiatives for the shoulder seasons. There seems to be a lot of ignorance around what is going on with RFTA. A lot of people seem to believe that RFTA is already well funded, maybe as part of these talks they could think of measures to connect with those people.

Linda Crockett: We were able to get 5 people to mentor for Roaring Fork Leadership. Listening to these regional discussions today got me thinking about the synergies with organizations as well. Our campuses have a regional group that runs from Aspen to Rifle and extends even to Parachute. We would like to be a resource for the regional issues.

John Rigney: Reinforce the fact that we do have a few weeks remaining for the ski season. Highlands and Buttermilk close on the 8th, Aspen and Snowmass close on the 15th. Spring Jam kicked off last week with two free concerts in the downtown core, events at highlands, and a full moon dinner at buttermilk. Lost Forest launches on June 22nd, there might be a preview week from the 22nd to the 28th. The canopy tour, courses, and climbing wall are going to be a game changer. The Limelight is still on schedule to open for next winter.

Patti Clapper: The airport is gearing up to discuss the direction...the terminal or the runway going first hasn't been discussed. The BOCC decides that. Primary election at State level on June 26th, first primary election where everyone is allowed to vote, regardless of party affiliation. We have some seats open at the County level. Closing deadline is April 20th at 4:30pm. Our building is on schedule and on budget, will be moving in before the 1st of July. We'll be doing a huge community opening. We'll be unveiling the new veteran's park as well, with more seating and handicap approachables. Mountain Valley Health will be moving into our building as well.

Nina Eisenstat: Congratulations to Erik, Claire, Debbie and Nicole, the March 6th meeting about the Hopkins Ave project was a great meeting and opportunity for the business community to come voice their opinions. I think we should look at more opportunities like that. Thank you to Julia for your strategic meetings with the MAC.

Simon Chen: Occupancy continues to be strong for the month, peopling are booking up to the last minute of the ski season. Will be activating Ajax Tavern for the end of the season.

Dave Ressler: We invite anyone to join our Patient and Family Advisory Committee, which serves as a feedback mechanism for the hospital. We want to make sure we meet the needs and expectations for the community. We meet every quarter, sometimes more if needed. At the last meeting, we talked about our elections for the hospital board, all three of our incumbent candidates reapplied with no competing candidates, so there was no election. AVH maintained a 5 star rating for Medicare, which is very rare. We also maintained our bond rating. The opioid epidemic is a problem in Aspen, although not as much as other communities. We are working to fight it by monitoring the times we prescribe opioids. 1 in 6 people that are prescribed opioids will become addicted. HCF is so critically important and they leverage their money very effectively.

Jeanette Darnauer: I'm happy to hear the hospital is concerned and working on the opioid epidemic. Thanks to Rob for the fundraiser for Doug Kidder. Thank you to Erik, Claire, Debbie and Maria for the Hopkins Ave meeting, it was extremely impressive. It was robust, in depth and very well attended. It was valuable for the Chamber to host that meeting. I am thankful that the City listened to the public. Thank you to Simon for putting together a meeting with Vince Savage and Heather and I to discuss the homeless issues. Thank you Maria for the PA committee meetings, they are in depth and pertinent.

Maria Morrow: There was a strong commitment to continue to explore options for improved mobility in town and I'd be happy to talk with Steve about what was discussed in that meeting as the papers didn't do a very thorough job of conveying how thoughtful and detailed the session was.

Riley Tippet: Skiing in Snowmass this last weekend was surprisingly busy. There's a lot of good energy about which is a fantastic way to end the season. Keeping it going through the next few weeks is critical to make sure the guests have a memorable experience.

Heather Kemp: Thank you for putting the Hopkins Ave meeting together. Shout out to Lisa LeMay for sending out the email with facts of what's happening with the Hopkins Ave project to educate the public. People felt they were not informed, so Lisa reached out in an effective manner.

Ward: Shout out to Mitch and Pete, they took a lot of criticism at that meeting. What was being said did not fall on deaf ears. It's important for people to tell the government what they think. Thank you to the Ski Co, its always easy and a pleasure to work with them.

Charlie Bantis: We've been here 18 years living in Missouri Heights. From a banking perspective, it's very difficult to run a seasonal business, so the longer that business can run into the shoulder seasons the better. It doesn't take much to push a business over the edge, financially.

Adjournment: Meeting was adjourned at 10:48 a.m.